

THE SOCIAL RESPONSIBILITY CHARTER

Trevisobellunosystem.com | **NETWORK** The territorial marketing web portal of the
Chamber of Commerce of Treviso - Belluno | Dolomiti



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Preface

I open this second edition of the award-winning - Social Responsibility Charter ed.0 - and I want to do it not only in my institutional role, but also in my role as an entrepreneur.

One day, at a conference in Venice, after the speaker had explained what Corporate Social Responsibility was, an entrepreneur stood up and said with surprise: "but all these ways of being a company, we have always been one. Our employees are part of our family, we respect the environment because who do we sell the beautiful things we create to if we make everyone sick, our suppliers we consider them our collaborators and so the support we give with sponsorships in our countries, where the company is based, we do it because they keep alive the territories and volunteering, we have always done..."

Well, I believe that this entrepreneur, thanks to the training opportunity, has finally become aware of the value of his business, of his being an entrepreneur, of the investment in human capital and in the social capital of the territory that he makes every day.

I am sure that being aware of this role means making business choices looking to the future, naturally in a sustainable way, approaching the unexpected with a far-sighted vision, looking at the health of one's employees and at digital as a great ally that requires specialized skills.

Digital is the new planet that is defining the new business models and I believe that the idea of this portal trevisobellunosystem.com, born back in 2002, when there was still no talk of the web, is a great resource that I wanted to make available to everyone because it is already prepared as a nationally recognized digital facilitator and because it provides that knowledge and information that produces development by giving those extra cards to make informed and sustainable choices. As a chamber of commerce system, we are carrying out a great digital revolution by transferring what was previously done in person, to remote locations, thus facilitating people to do business without moving from their office and with the possibility of consulting every file via mobile.

This digitization means creating data, statistics and, therefore, big data and knowledge in order to improve more and more. I therefore applaud the Chamber system and Infocamere for the

promptness with which they are accompanying Italy to digitization, thus helping our country close the great gap in technological competencies with our competitors. This commitment is to be counted as a great responsible and sustainable work because it integrates human value as a great resource for digital connectivity.

The unification of the Chamber of Commerce of Treviso with Belluno, two provinces together for a development that gives reciprocal energy and strengthens defenses in difficult times. The digitalization with Infocamere, the internationalization with the new agency Venicepromex, the next big strategic choices in the field of research and innovation, are aimed at bringing the Veneto into play, trying to branch out the complexity of the system, with simplification and unbureaucratization so that everyone has new opportunities, so that responsibly there are opportunities for everyone, looking to improve the quality of life and the attractiveness of the Veneto.

My will is that we look at the economy with international partners such as the Italian Chambers of Commerce Abroad, great principals with an Italian heart, in every continent of the world.

My wish for everyone is to always be responsibly aware in business activities. In this respect, Corporate Social Responsibility is an important guide that helps and directs us, with values and visions.

Such as the conscious and sustainable attention to the environment for which we made the docufilm "The Great Flood" as a warning to the environmental tragedy that occurred in 1966 from Belluno to the valley and to give young people the testimony and the responsibility of protecting the territory in order to prevent and avoid such tragedies that can bring to their knees the minds, the souls, the affections and the economy of a territory.

The vision that gives a responsible approach made us immediately look beyond the great pandemic from COVID -19 so we reacted immediately, thinking of a new project to promote the territories in their tourist expression, to orient towards the "platform economy" an economy on its knees, which had to be stimulated thanks to new technologies, towards new business models, communicated with new tools in a perspective of internationalization. The team was the one that no one had thought of before, but that immediately understood to be the added value to help, to be a stimulus and an example for others to restart. We therefore created a transversal team between

Sportssystem companies, the Italian Chambers of Commerce abroad in New York, Tokyo and Frankfurt, our Film Commission looking at Milan - Cortina 2026 and we created a video work whose value was recognized by the International Jury of the FIfts with the victory of the coveted Candido Cannavò award.

This tool is of great help to us, also in order not to forget and so every year the "Day of Remembrance" and the "Memorial Day" are sad moments that make us pause, see us pose a reflection, a phrase that this year I wanted to share with the President of the Italian Chamber of Commerce in Israel Ronni Benatoff.

Corporate Social Responsibility, I reiterate, is a great guide.

When unexpected events arrive, as was the case with the Vaia storm, the pandemic, the structural economic crisis, when history reminds us, business, finance, ownership are not enough, but territorial social capital: understood as a close link with the needs of the territory needs community, visions, new eyes and strong spirits to overcome and not stop, to help each other, for responsible competitiveness, working together in a network of valuable relationships.

Mario Pozza

President of the Chamber of Commerce
of Treviso-Belluno | Dolomiti

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THE SOCIAL RESPONSIBILITY CHARTER

PRELIMINARY METHODOLOGICAL REMARKS

The realization of the second edition of the Social Responsibility Charter of the economic portal trevisobellunosystem.com and of the spin-offs trevisobellunoaccessibile.it and trevisobellunosystem.mobi [Trevisobellunosystem|**NETWORK**] represents a second great opportunity to speak to the heart of **local, regional, national** and **international users**.

A second edition born from the merging of two Chambers of Commerce into one. A **new logo**, a new image, a new concept that coordinates and represents all the Chambers of Commerce. A rose window that represents the C of the Chambers of Commerce that are coordinated looking at the center the same reference, the same mission that gives coordination and connection.

A new logo for the Chamber of Commerce of Treviso - Belluno | Dolomiti with the pay off "**Bellezza e impresa**" (Beauty and business) and with the expression "**Dolomiti**" (Dolomites) that further geolocalizes the new Chamber of Commerce and promotes the territory.

The name of the portal also changes to Trevisobellunosystem.com, enriching itself with the name of the province of Belluno and coordinating with the colors and logo of the Chamber of Commerce like a good team does with the jerseys of its players, all with their own names, each with their own role, but all playing towards the same goal to score.

*The merger was a truly significant event because, although the two chambers were merged for political reasons and for administrative needs of simplification and savings in public spending (a positive action, in any case), there was also the **unification of two very different, but complementary, environmental and economic areas**.*

Now, to the promotion and development activities of the Chamber, it presents a territory that includes every type of productive activity: from the agricultural and industrial activities of the plain,

to the landscape and cultural activities of the hills, to the naturalistic and tourist activities of the mountains.

*This is an opportunity that few territories offer in such a complete way and, therefore, this situation will make the **two integrated provinces of Treviso and Belluno richer and richer in opportunities for a synergic development** that strengthens the expansive phases and **curbs the depressive ones**. Naturally, this constitutes a challenge for the planning of the Chamber, which will be increasingly committed to guaranteeing equal opportunities and quality of services to all activities.*

Such an approach also enhances all of Trevisobellunosystem's services.

[see Dr. Renato Chahinian]

The Social Responsibility Charter is therefore an opportunity for **new reflection and a further enriching choice** able to offer **new qualitative and quantitative elements in a value perspective** to account for the project and **measure the usefulness that it is able to generate** in a principle of transparency for the two provinces.

The Social Responsibility Charter therefore aims to understand, share and share the activities of the portal in the certainty that transparency and comparison are important allies to enrich the digital project, with new points of view.

The document of the Social Responsibility Charter is also an important tool within the organization that helps in the verification of the contents, structure and achievement of the objectives set by the entire Trevisobellunosystem|**NETWORK**.

Through Google Analytics data the network trends are monitored, but the Social Responsibility Charter represents the tool to **analyze data from the values perspective**.

It is an important step towards transparency.

The editorial staff is pleased to give an account of the reputation of Trevisobellunosystem|**NETWORK** to its stakeholders, to the Treviso, Veneto, national and international trade associations, and to the **Ministries of Economic Development and of**

Agricultural, Forestry and Food Policies, to ensure the web site in which their press releases are published.

The stakeholders of the portal are not only the users who will actually consult the site, but all the businesses, workers and students of the two provinces, to whom the service is intended. Precisely because all of them need reports in order to improve their activities, a dissemination of the service to the entire national territory and abroad (also in other languages) has been established.

Added Value

*All that has been said about the **added value** allows the effective achievement of it. Just think of how many opportunities are lost every day due to lack of knowledge and information and how much more resilience can be obtained with these two factors even in times of crisis.*

An investment or a simple behavior motivated by adequate knowledge and information can:

- *increase the economic performance of our activities;*
- *promote the growth of the company's added value with favourable benefits for workers and other stakeholders;*
- *produce positive effects with an impact on the entire local economy.*

In short, it is the added value of knowledge and information that produces development. But this factor is not only expressed in terms of purely economic growth, but also involves social and environmental aspects and is therefore also a decisive factor in sustainable development. Also for this reason, the contents of knowledge and information of TrevisoBellunosystem have been notoriously expanded. [see Dr. Renato Chahinian]

The Social Responsibility Charter will address the following issues:

- action strategy
- statistical data implementation
- spin-off
- content management methods
- team management and work organization
- relationship with users
- relationship with stakeholders.

PURPOSES

The Trevisosystem editorial staff has **voluntarily decided** to adopt the Social Responsibility Charter of the portal to qualify the values that it intends to respect and disseminate, sharing with users and stakeholders the identity of its communication.

The Social Responsibility Charter is the result of an **ethical and digital path together**. The greatness of digitization needs an ethical guide that combines algorithms with respect for the person, privacy rules, the internal organization itself and the expectations of stakeholders. There is a need for simplicity and clarity of content, to facilitate the understanding of editorial choices and navigation itself.

The ever-increasing number of accesses to the portal and the multitude of proposals on the web has made us feel the need to delve into the subject of Corporate Social Responsibility to guarantee our users an ethical approach to communication, so that they benefit from content that "responsibly" takes into account people and ensures **transparent and effective communication**.

Responsible behavior, understood as a strategic opportunity and **how the portal wants to be useful**, are two synergistic elements integrated in the management of the portal activity.

The Social Responsibility Charter therefore represents:

1. the occasion for a **self-assessment aimed at an internal analysis**, to explain the many responsible daily actions carried out already unconsciously.
2. to publicly account for and give visibility to one's own activity as an **added value, with the hope that it will be an opportunity for transfer to other realities**.

In this regard, the added value of the portal, even if not measurable because not concretely evident, can be considered relevant as **it achieves its institutional goal which is the transfer of knowledge and socio-economic information**.

In fact, through the Portal, socio-economic issues are disseminated, essentially:

- news on the trend and structure of the province of Treviso, Belluno and the Veneto region;
- information on webinars and/or meetings and events;
- in-depth headings;
- promotion of the attractiveness of the territory;
- valorization of local realities towards national and international investors;
- ethical and social principles of the circular economy.

All these activities have the task of promoting:

- a better knowledge of the provincial and regional socio-economic context;
- greater participation in territorial activities;
- the attraction of human and financial resources from outside;
- the enhancement of internal human and financial resources;
- a greater tension of the operators and the community in general towards virtuous paths of development.

These **objectives**, though difficult to achieve, have certainly enjoyed significant improvement through the effects of Trevisobellunosystem's activities on its many users. Leaving aside the occasional ones, **there is always a significant quota of navigators who consult and read the portal because they are interested and/or to satisfy their need for knowledge.**

This favors the acquisition of that **knowledge and the involvement in those initiatives that are decisive for the economic and social development of all productive activities.**

As already mentioned, even if not quantifiable, the tension towards development exists and this will also turn **into economic added value at the time of recovery** also by virtue of the activity of the portal.

3. **Focus on a responsible competitive tool** and not a front-end tool.
4. Promote the socially responsible path to other editorial entities.
5. Improve the work environment for a sharing that translates into a dedicated work commitment.
6. Always maintain a high reputation with its users and future users.
7. to be attractive to new qualified human resources who share the values of the portal and to build the loyalty of those who already work with the editorial staff.
8. To inspire and effectively set an example for the **digital change** of a company's processes with an eye to **human resources** with **technological skills** using **innovative communication** aimed at national and **international** markets.
9. These objectives are pursued because the activity of Trevisobellunosystem is not only editing, but media relations and communication activities - web and social digital know-how - planning and organization of major events and daily monitoring of *social sentiment* on the web.

With the **Social Responsibility Charter** we want to **codify the principles put into practice daily and shared by the people involved directly or indirectly in the editorial activity.**

The aim is to highlight the values that underlie the activities of the editorial staff, with which Trevisobellunosystem identifies today and with which it will be identified in the future.

A Social Responsibility Charter that wants to be a means of transparency, kindness, accompaniment, pleasure, clarification, for every person who consults Trevisobellunosystem/NETWORK, as clear as the principles that must always be followed to use the logos trevisobellunosystem - trevisobellunoaccessibile - trevisobellunosystem.mobi.

The Social Responsibility Charter encloses the operational style of the editorial staff, the attention among the internal team members and all the stakeholders involved, i.e., Italian and foreign **registered and unregistered users, fans and followers, suppliers, local P.A.** such as: the Trade Associations and Authorities; and International P.A. such as: the **Italian Chambers of Commerce abroad**, and Embassies and Consulates.

RELATIONSHIP WITH STAKEHOLDERS

The stakeholders are the recurring reference with whom there is a continuous relationship that is expressed with a particular style that the editorial staff has decided to carry out in the activities of **web marketing, customer care** and in the different phases of internal and external communication.

This relationship is realized concretely through:

- the timely sending of emails of feedback to requests;
- mailing and posts on social networks to alert users about events of interest or opportunities for companies;
- publication of press releases from the press offices of selected organizations, associations and ministries;
- continuous **monitoring of social media** with clicks to the social media of trade associations, Bodies, EU Ministries, CCIE, with likes, follow page, retweets, mentions;
- accepting invitations to press conferences and conventions of which then the editorial staff creates posts - short reports, to spread knowledge and give a tool for quick consultation to entrepreneurs so busy in the new challenges of the market and with the intent to bridge the gap between the citizen and the institutions;
- a relationship of consultancy and involvement in the portal's activities has also been established with **suppliers, avoiding a "spot" relationship but sharing the objectives and making them part of them, such as venetodotcoms, virtual showcases, CCIE events and announcements of calls for proposals;**
- with the "**most read news**" the editorial staff, every day, **listens** to the users by reading what was the most consulted topic, useful information to always orient the offer of information.

VALUES DISTINGUISHING THE WEBSITE'S EDITORIAL STAFF:

- respect for people;
- shared working;
- veracity of information;
- attentiveness to users' needs;
- customer care;
- compliance with the Carta di Treviso¹;
- certainty of information related to and protecting the disabled;
- the **territorial social capital**, intended as a resource strongly connected with territorial needs;
- collaboration;
- valuing the **work experience** of people who are no longer young;
- the valorization of technology;
- support for digitalization and simplification;
- the value of **internationalization** in the relationship with the chamber system abroad where an Italian heart always beats;
- the support and **injection of confidence** with the daily input of information, to overcome the dark moments of endogenous and exogenous crises;
- **welcome to foreign users** thanks to the language versions and the almost daily translation of news in English;
- creates **team chemistry** where users are also pro-users and stakeholders are active content inserters;
- interprets **databases** as an opportunity to network with peer-to-peer dialogue.

¹The **Carta di Treviso** is an ethics code signed on 5th October 1990 by the Italian Order of Journalists, the Italian Press Federation and Telefono Azzurro – the Italian Child Helpline. Its aim was to rule on how information should deal with minors. The core of this document – which was accompanied by the relevant handbook on 25th novembre 1995 and revised and elaborated on 30th March 2006 – is to protect the identity, personality and rights of minors who are somehow involved in crimes, either as victims or offenders, or in circumstances that might upset their psycho-physical equilibrium. The same attention is guaranteed to all vulnerable subjects. The Carta di Treviso constitutes a binding norm of self-regulation for Italian journalists, as well as an exemplary and practical guide for communication professionals.

MISSION

The economic portal of the Chamber of Commerce of Treviso **wants to be of public utility** by conveying, without discrimination, information that facilitates the business and professional activities of its users as well as their relational life by inspiring new ideas, giving confidence, strengthening the representativeness.

It is proposed as a virtual showcase for the promotion of the territory and its companies. It proposes itself as a pilot project for the diffusion of innovative and accessible web tools. Proposes itself as an inspirer of new territorial alliances for new projects, enhancing the **territorial social capital**, understood as a close link with the needs of the territory.

Believes in **sharing** for the dissemination of knowledge.

ACTIVITIES

A. Relationship with Users

1. The portal is customer-oriented, that is, it has the **user** and pro-user at the center of its activities. Every activity and strategic choice is aimed at the end user with the aim of bringing utility, effectiveness and timeliness to the professional and entrepreneurial tasks of its users.

Thanks to the application of new technologies (**enhancement of technology**), the portal wanted to break down any discrimination allowing with www.trevisobellunoaccessibile.it the consultation of news to everyone, even to those who no longer have the sight of the past, but who are a source of experience and good advice, respecting the **enhancement of experience**.

2. Always in a customer-oriented perspective, the portal aims to be a mediator of language by simplifying difficult terminology to provide information understandable to all.
3. The portal is aimed at **listening to users' requests by setting a range of response types**. Each user request is processed within 48 hours of receipt, and if it is not possible to

respond promptly, constant information is provided on the process that the research is following.

4. In these years the editorial staff has been the spokesperson towards other institutions of the requests received, putting the user in contact with the people of the institution concerned, playing the role of **mediator between the institutions and the citizen**, working in **respect of the user as a person**. The editorial staff has thus **shared** knowledge of the territory and the roles of the institutions.
5. The portal is proposed as an intermediary in the synthesis of news to give a usable and expendable information.
6. The portal acts as a mediator between institutions in Treviso, Veneto, Europe and the Ministries and ICCAs to disseminate information useful to the lives and professional activities of citizens. Information that is usually difficult to reach for the end user.
7. The databases have been updated with a meticulous and careful work of identification of individual cases of use of the user's data and customization of each service offered. With the help of Infocamere's lawyer and the DPO - Data Protection Officer - the [Legal Disclaimer](#) and the [Privacy and cookie policy](#) have been updated.
8. The **language versions represent a careful study of the culture and the typical customs of the companies they are addressed to, therefore they are not simple translations**, but they follow a **careful localization**; that is, they are profiled for the destination country while maintaining the brand identity, but adapting the graphics, selecting the topics for the reference market. It is a **continuous work of updating** that is carried out by **studying the countries, consulting the data of foreign registered users** to provide them with what they need to know about our territory and our companies.

As far as the translation of terms is concerned, in the case of **Spanish**, for example, the culture of translating terms without using Englishisms is respected, for China and Japan the web design and the choice of colors have been studied avoiding those with negative

meanings. For the photos, images have been identified that can link their culture with ours, almost as a means of identification and code language.

B. Relationship with Information Sources

1. Trevisobellunosystem|**NETWORK** to respect the **copyright** and to inform the user about the origin of the source, reports before each article, the source: press office, site, publication and the author's name.
2. The editorial staff always ensures the **veracity of the information**, to be a reliable and trustworthy source, in respect of the institutional role that covers.
3. At the beginning or inside each article, when possible, is put the external reference email and/or the website, to allow users to access new more in-depth information also on other sites.
4. The editorial staff of Trevisobellunosystem sends a confirmation of the publication of the press releases and also informs if there has been a sending, by newsletter, to facilitate the work of press review of press officers and to maintain a relationship, and **strengthen the spirit of collaboration**.
5. The editorial staff constantly searches for new sources of information, looking for topics close to the needs of registered users and news that inspire new business models and new market knowledge.
6. The editorial staff believes that "**direct knowledge**" is **essential to** establish a relationship of knowledge with the sources of information, to interact and create a relationship of trust, in order to **ensure comprehensive and truthful information** to its users.

C. Characteristics of Published Information

1. The news published is mainly based on a **daily work of selection and content management**, that is to say of content management and writing carried out on releases from the Chamber of Commerce of Treviso - Belluno|Dolomiti, institutional press releases and from the Chamber network, news from local trade associations, from the Italian Chambers of Commerce abroad, from Ministries and from the European Commission, as well as original content, elaborated by the editorial staff itself, through direct participation in events and initiatives in the Treviso and Veneto territory.
2. The editorial staff mainly disseminates information with an economic slant; particular importance is also given to information on cultural issues, among the strategic projects of the Chamber, for the promotion of the territories and because we believe that culture is essential for the sensitivity of active citizens, **sensitive and aware of their own territory and their role as custodians**.
3. Attention is given to announcements of initiatives aimed at the world of children, the elderly and the less fortunate. **The Carta di Treviso is respected (see Note 1)**.
4. The portal acts as a mediator between sources of information and the user with the task of synthesizing and **providing usable and expendable information**.

D. Relationship with local/national and community institutions

1. The portal acts as a mediator between institutions in Treviso, Belluno, Veneto, Europe and the Ministries in order to disseminate information useful to the lives and professional activities of citizens. Information that is usually difficult to reach for the end user. (See paragraph A, point 6).
2. The editorial staff undertakes to mediate in language by simplifying (plane language) difficult terminology in order to provide comprehensible information.

3. The portal offers to be used as a **sharing tool**. It gives voice to local institutions in order to provide an overview and provide an effective communication tool free of charge to organizations that lack a communication structure. It also aims to create a network between the various institutions that are **thus informed of each other**.
4. The portal presents itself to users as an **aggregator of information** for all the activities and projects of the different realities of the territory starting for the first time to spread the news of the trade associations that **in turn are informed of ongoing projects thus creating a network in the territory**. Supporting in this way the **territorial social capital**.

E. Enhancement of the human resources involved in the management of the portal

With a view to Corporate Social Responsibility we have focused our attention to the **problems of reconciling professional and personal life** of the resources involved in the team, providing incentives to complete the university course and promoting transparent and effective forms of communication between the project and the resources.

Among the tools that facilitate the reconciliation between professional and personal activities, the Chamber of Commerce of Treviso - Belluno | Dolomiti grants the paid internship in smart working, allows flexible hours, working for tasks.

F. Relationship with Companies and Communities

1. The portal is aimed at **listening to user requests by setting a range of response types**. Each user request is dealt with within 48 hours and if this is not possible, constant information is kept on the process that the research is following (See paragraph A point 3).
2. The portal, with the aim of supporting the activities carried out by the **CSR and Environment Desk of the Chamber of Commerce of Treviso-Belluno|Dolomiti**, also undertakes to disseminate information on issues related to CSR (Corporate Social

Responsibility), publishes the good practices of local companies, and **gives news about the awards** (mentions and prizes) **received by them**.

In the new home page of tevisobellunosystem there is a section dedicated to Corporate Social Responsibility, the link to good business practices and to the website of the Chamber of Commerce of Treviso - Belluno | Dolomiti and the CSR desk.

3. The data provided by the editorial staff, such as addresses, links, emails, are periodically checked by the editorial staff in order **to remain a reliable source of information and not to miss "business opportunities"**. In particular, with regard to the consultable data base of Venetodotcom: Venetian companies on the web and of the Italian Chambers of Commerce abroad and of the info-institutions and university courses, an annual updating is carried out.

G. Relationship with external users in times of economic crisis and emergencies

1. **COVID- 19 - THE PANDEMIC CRISIS.** President Pozza's immediate desire was to provide trust, proximity and useful information. The platform allowed us to be active from immediately. The trust gained from 19 years of institutional activity has made us a reliable and well-known channel in the search for information. On March 24, 2020 President Pozza already attended the first online press conference, on March 25 he spoke at the webinar of the Italian Chamber of Commerce of Los Angeles with many Italian companies, on March 26 he attended the first Chamber conference on Circular Economy of the CSR desk and organized on Google meet by the IT services present 60 companies.

With an intense online activity, in addition to the content, we wanted to immediately trigger a reaction to generate trust and communicate **"YOU ARE NOT ALONE"** with the suggestion **"NOT TO STOP"**.

The continuous information accompanied by photos and videos wanted to provide with absolute transparency all the information needed to look ahead, to prepare the restart. The relations with the press gave a strong relevance to what was being done.

During the lockdown, a scrupulous publication took place via web and social of the reports with text, photos and videos of the **weekly update meetings** convened by President Pozza and Secretary General Tiozzo, on Zoom platform, with the Presidents and Directors of the trade associations of Treviso and Belluno. The meetings were aimed at updating them on the latest news, Ateco codes, the new provisions also thanks to the presence of competent authorities, with the alternation of H.E. the Prefect, the Mayors, the Presidents of the province, the Directors of INPS, INAIL, ANCI, ANCE, ANEC, ULSS, the Presidents and General Secretaries of the Italian Chambers of Commerce abroad. These weekly meetings aimed to communicate that, despite the lockdown moment, dialogue and consultation were possible, that nothing was standing still and that the Chamber of Commerce was proceeding within its own competencies. In a customer-oriented vision, the audience was always updated.

The video-project "**On the Wings of the Chamber: where talent is at home**", winner of the international Cannavò award, won at the SPORTMOVIES&TV international festival of cinema, TV culture and sports communication of the FICTS, realized in the midst of the pandemic with the companies of the sportssystem, with the Chambers of Commerce of NY, Tokyo and Frankfurt, thanks to the Treviso Film Commission wanted to offer a **new way of communicating** and propose the product and the territory, networking subjects that had never worked before, with the leitmotif of Milano - Cortina 2026.

2. On the occasion of **tragedies caused by natural disasters** such as **Storm Vaia**, the editorial staff invested their time on the project "[Live the vacations in Belluno](#)".

With timeliness, in order to be ready before the Christmas vacations, the editorial staff published the largest number of **accommodation units** promoting them in Italian and English, in the news, newsletter, English newsletter, social networks, in [Venetodotcom](#): **the network of Venetian companies** to support tourism in the valleys of Belluno affected by VAIA, but already prepared for the restart.

In addition, the day after the tragic event, the editorial staff, through social profiles, disseminated the useful information tat the social networks of communities and willing

people communicated. Not only useful information, but also beautiful examples of volunteering and help.

3. In our region, but also in the past, in the tragedy of the **earthquake in Abruzzo**, in 2009, the editorial staff offered its availability by publishing a statement on the portal trevisosystem (now trevisobellunosystem), in which it gave its availability to collect questions that students or scholars from the earthquake zones wished to address to the speakers of the conferences promoted on the portal. In order to facilitate the collection of information for eventual studies or graduation theses.
4. Below, the press release

Per l'Abruzzo: se possiamo essere d'aiuto con la nostra attività...

09/06/2009 | **OPPORTUNITÀ** | *Dalla redazione*

Gentili utenti delle zone terremotate dell'Abruzzo,

trevisosystem ha pensato di potervi essere d'aiuto con quello che fa e cioè informazione.

Come sapete la redazione di trevisosystem partecipa a molti convegni che pubblica nei giorni antecedenti l'evento, nelle news alla voce [Corsi e Convegni](#)

*Se trovate tra le news un convegno e siete impossibilitati a parteciparvi per la situazione contingente, ma interessati ad approfondire alcune tematiche o porre delle domande pertinenti ai relatori, **saremo lieti di sottoporle per voi e di farvele pervenire.***

Sarà a discrezione della redazione di trevisosystem valutare la pertinenza delle domande. Le domande saranno rivolte in base alla disponibilità della redazione

Scrivete a info@trevisosystem.com

Oggetto: dall'Abruzzo richiesta informazione

Nome

Cognome

comune di provenienza

Sono interessato a

Titolo convegno:

Nome Relatore:

domanda:

The editorial staff published the ENAC statement, expressing condolences for the disappearance under the rubble of the **ENAC employee**.

5. In 2008, during the economic crisis, the editorial staff did its utmost to **promote the companies present on TvDotCom** (now Venetodotcom), **not** failing to encourage the registration of new companies and **striving to promptly disseminate press releases, information** and data useful for entrepreneurs' business decisions.

6. The activity of **customer care is followed with particular care** by carefully profiling the responses to users.

For Venetodotcom we have different formats of customer care so as to help the user to identify the sender and the object of the communication.

H. Welcome Marketing.

The versions in Russian, Chinese, Japanese, Spanish and English, as well as being conceived as a tool to promote our companies abroad, have also been designed for immigrants in Treviso and Belluno, who can thus consult a useful tool to get to know the area by consulting the texts in their original language.

For this welcoming orientation, the portal won first prize in the national "Sodalitas Social Award" competition and an honorable mention for the welcome marketing project in the national "PA Aperta" competition.

The awards won can be consulted at:

<https://www.trevisobellunosystem.com//tvsys/home/archivio-news/schedaNews.asp?idNews=6788&settoresodalitas-social-awards-9-edizione-e-il-riconoscimento-della-carta-valori-di-trevisobellunosystem.html>

CONCLUSIVE REMARKS

The Social Responsibility Charter represents a **wonderful opportunity** to align the services offered and the way in which they are provided with a **vision of values**.

It has been a **difficult challenge** since, at the same time, the **technological development** of the portal and its spin-offs has always been carried on, and so the new implementations have been maintained at a fast pace in order to be close, with immediate solutions, to our companies that were in an economic situation of suffering and an unprecedented crisis of emotions and feelings.

The work of the editorial staff adapted to the change in the economic situation and in the mode of working remotely, confirming the validity of the Trevisobellunosystem | **NETWORK** project since now, commonly, especially due to the digital acceleration that the pandemic has imprinted, we speak of **platform economy** of which Trevisobellunosystem | **NETWORK** is one of the declinations of this recent expression to indicate that technological platforms facilitate business and knowledge. The editorial staff was therefore already in digital mode in all its processes and services, and was therefore able to respond without difficulty to the new modes of interaction.

The editorial staff proved to be the expression of a **flexible structure, available to new, more sustained work rhythms**, to give confidence, reassure, communicate that there was a working world that, however, had not stopped and was already looking at how to organize the recovery. Giving usable and expendable information in the immediacy of the pandemic event was the form of dialogue wanted by the presidency, which has always communicated in a direct form, speaking with representativeness to the Italian and foreign public.

Activities have also been implemented for the management of the most relevant flows in the social sphere. We don't deal with a one-way communication, but a circular one, in which we appreciate what followers and fans do.

The Social Responsibility Charter represents a tool to monitor the value of the portal and this second edition is a second great opportunity.

The commitment is to **periodically update** the statistical data in order to always provide an updated value card in listening to what the consultation data communicate.

The hope is that it will be a new tool available to users and that it will be emulated by other editorial offices.

The editorial staff hopes that the implementations and actions carried out respond to the needs of the territory in the economic and social context.

EDITORIAL STAFF ACTIVITIES AND ANALYSIS OF DATA

PRELIMINARY METHODOLOGICAL REMARKS OF DATA COLLECTION

The method of data collection is **fundamental for a correct analysis of the actions taken and for planning new action strategies.**

In order to be useful to companies in the **promotion, internationalization, identification of new tools** made available by the web in this economic conjuncture.

In the statistical report the following domains will be analyzed:

- www.trevisobellunosystem.com
- www.trevisobellunosystem/ru.com for the **Russian** version
- www.trevisobellunosystem/jp.com for the **Japanese** version
- www.trevisobellunosystem/ch.com for the **Chinese** version
- www.trevisobellunosystem/es.com for the **Spanish** version
- www.trevisobellunosystem/en.com for **English** version
- <http://trevisobellunosystem.mobi> for **mobile** version
- www.trevisobellunoaccessibile.it **accessible**

The report will look at the **accesses and page views, subscribers, most visited sections, etc..**

The activity of the editorial staff from 2016, the beginning of the mandate to the present will be illustrated.

PRESENTATION AND DATA IN THE [ATTACHED REPORT](#)



ACKNOWLEDGEMENTS

*We would like to thank the President of the Chamber of Commerce of Treviso - Belluno|Dolomiti **Mario Pozza** for the words of presentation that he dedicated to the project and for having favored the implementation of this second edition with the attention to social, for the great activity, always carried out to create connections and mutual alliances in a value vision of innovation, digital and internationalization. Territorial social capital and human capital are therefore ensured with winning strategic choices that keep the territory competitive, stimulating and attractive, inspiring new investments and increasing opportunities for young people with the experience of knowledge.*

*We thank the General Secretary Dr. **Romano Tiozzo** for his in-depth knowledge of public administration, a knowledge that becomes a tool for change and renewal of a vision that is transforming the relationship between PA and Enterprise.*

*We thank the Deputy Secretary General Dr. **Francesco Rossato** for his sensitivity and significant ability to translate a thought, a project, an idea into a possible and concrete realization for the benefit of all. For having always followed the portal in the committee in charge, giving valuable advice and suggestions.*

*We thank the Director Dr. **Marco D'Eredità** for his kindness and attention and, in the first edition, for having approved the publication of the Charter of Values when there were still no national experiences in the field of digital platforms that looked at the social values of the web. Today, a widespread attitude, in 2010 a forerunner vision that has allowed us to be a leader and recognized at national level.*

*We would like to thank Dr. **Renato Chahinian** for the high contribution of the meaning of the contents that he shared with his usual wisdom and generosity. For having created a web portal, in 2002, innovative in technology, but strong in the founding values that make it, today, in the midst of pandemic more innovative and sustainable than ever.*

Treviso, 23rd April 2021

Silvia Trevisan Web content manager Trevisobellunosystem

